ABSTRACT

Disclosed is a method and system for managing television programs and their related web simulcasts. Accordingly, the present invention monitors incoming television signals to detect tag information, which identifies the source of the web simulcasts. Thereafter, a number of enhanced web contents is retrieved for storage in a memory medium for subsequent retrieval. The retrieved web contents are formatted according to predetermined criteria so that the TV viewer can participate selectively in one of the enhanced features linked to a particular television program and is of interest to the viewer.